

Some people are cheap; others must be awfully cheap. It would seem that some physicians may be bribed by a bottle of—manola, free. At any rate, the “company,” which, of course, is located at St. Louis, sends out a sheet of three cards, one of which is a notice to the “company” that a half-dozen bottles of manola have been ordered through a certain druggist and requesting that a free bottle be sent for the physician with the order. The second is a card to the druggist, asking him to order the half-dozen manola. The third is a card, prepared with true thoughtfulness, for the druggist to send the “company,” ordering the half-dozen manola. One is only surprised that the “company” is not sufficiently thoughtful to provide stamps. The stuff is sold to the druggist for \$8.00 per dozen, or sixty-six and two-third cents per bottle; and it is for this the physician is asked to sell himself! It seems past belief that any man permitted to practice medicine would lend himself to such a cheap barter and sale. Yet if there are not some who will do so, how can it pay the “company” to get out these cards and send them all over the country? It is enough to make the angels weep to think of ignorance that will believe such lies as are advertised in medical (?) journals, and be a party to such a cheap imposition as promulgated by this “company.” He must certainly believe that “principles of right and wrong” have nothing to do with advertising who will sell out to such a nostrum as this and advertise its lies!

The Pure Food and Drugs Act is exposing a lot of fakes in various directions. Fiction is interesting as fiction, but when it deals with the art of describing what is supposed to be contained in some food or drug it is neither interesting nor amusing; it is merely dastardly, criminal lying. A writer in the *Midland Druggist*, for March, sets forth some facts relating to mineral waters which have come out through the operations of the new law, and which may be assumed to be only a hint of similar conditions in other food and drug industries. Buffalo Lithia water, freely advertised to physicians and the laity, said to contain 2.25 grains of lithium to the gallon, when analyzed by the Government reveals the presence of 0.018 grains lithium bicarbonate per gallon. Londonderry Lithia water, advertised to contain 7.29 grains per gallon, is found to contain an amount too small to estimate—merely a spectroscopic trace! “Hunyadi-

Janos, advertised as a natural laxative water, is the manipulated mixture of more than one hundred springs.” Doubtless this country will follow the lead of Germany in the case of Apollonaris; we learn that Germany has compelled “the Apollonaris Company to desist advertising and labeling their water as ‘natural and absolutely pure’ (as in truth it is neither natural nor are their storage cisterns sanitary).” Many widely advertised “spring waters” are the rankest kind of sophisticated fakes and will go out of business entirely. The abolishment of misbranding, under the new law, will be one of the most valuable things achieved and the consumer will have some chance of getting what he really wants.

You all recall the remarkable series of exposures of the Great American Fraud, published in *Collier's Weekly* in 1905 and 1906. The

FRAUDS EXPOSED.

task of preparing this matter was very great, and the results thus far accomplished are by no means small. But the work should not stop now. The purveyors of dope to the public live and hope that “it will all blow over”; they know that memory is short and trust this will all be forgotten before long. In order to help prevent this forgetfulness, the American Medical Association has assembled the various articles from *Collier's* in the shape of a paper-bound booklet of 146 pages, which it offers for sale at cost. Every county society in the United States should get a supply of these booklets for its members to distribute to their friends among the laity. It is a liberal education in the inside workings of one of the most dastardly criminal enterprises ever perpetrated upon the public. Every citizen should be posted upon the “red clause” and the manner in which it has—or had—absolutely muzzled the glorious “free” press of this country. Similar conditions have practically muzzled the medical press, and physicians themselves should study this matter most carefully. It is not a little thing; it is no trivial matter; and Mr. Bok has well called attention to the “unctuous words and unclean hands” of many members of our profession. Single copies will be supplied for \$2.00, express or postage extra. Let every one of our component societies send to the American Medical Association, 103 Dearborn Avenue, Chicago, for at least fifty copies of this pamphlet, and then let every member see that a copy reaches the hands of every minister, lawyer and prominent citizen in his county. There

is no county society that can not afford to help to this extent at least. It is just one of our duties; let us do it.

Many things emanate from Chicago. One of them happens to be a medical journal published by a manufacturing house and
THOUGHT mainly devoted to urging the
STIMULUS. use of a particular form of medication. In the May number of this particular journal (*Clinical Medicine*, one time *Abbott's Alkoloidal Clinic*) the editor devotes considerable space to the CALIFORNIA STATE JOURNAL OF MEDICINE, and, incidentally, referring to our pages, says that "there is no dearth of thought stimulus in them." We are certainly profoundly grateful—and somewhat amused. "Thought stimulus" is what both manufacturers and medical (?) journals desire to avoid, for if the physician readers got to thinking about things—as they are doing now—the result would not be exactly what the manufacturers want, and the medical (?) journals would be deprived of some exceedingly dirty revenue. Indeed, it is the question of revenue derived from advertising which seems to be most prominently in the mind of the editor in question, for he constantly refers to it and the attitude of the STATE JOURNAL on that question. One of his utterances is truly the most startling thing that has thus far appeared in print:

"There are certain eternal, fundamental principles of right and wrong, however, which should govern everybody; but advertising is not based upon such fundamental principles."

Now, just stop and think about that; let it roll about in your head and come in contact with your gray matter. Advertising, according to this editorial utterance, has nothing to do with right and wrong! Our editorial contemporary admits with a wonderful charity and honesty that "there are certain fundamental principles of right and wrong" which should guide us in everything—except advertising. Why not be guided by "fundamental principles of right and wrong," even in advertising? Can it be that the editorial conscience is active in every direction—except advertising? Can there be a mundane and lowly reason for this peculiar editorial belief that right and wrong, as fundamental principles, do not apply to advertising? Possibly this is so, for when we come to scan the advertising pages of our wonderful contemporary we find a number of exceedingly strange things presented to the attention of the reader—and paid for by the

advertiser, we presume. We find that this medical (?) journal aids the daily press in assisting the manufacturers to sell sundry articles; and one of these is mentioned in the song that has been going the rounds: "What's I goin' to do? What's I goin' to say? I done tole yu' 'bout dat whirlin' spray!" As further argument to guide the editorial conscience in believing that right and wrong have nothing to do with advertising, we find (in addition to that of the "whirling spray") the—presumably paid for—advertisements of numerous fakes, frauds and nostrums. Now, if these concerns were paying you, as an editor and proprietor of a medical (?) publication many hundreds of dollars a year to help them fake the medical profession, what would *you* think about the advertising question? Would *you* believe that "there are certain eternal, fundamental principles of right and wrong, however, which should govern everybody; but advertising is not based upon such fundamental principles"?

It is refreshing to find a trade journal with sufficient common honesty to believe that "the fundamental principles which govern right and wrong" should not be forgotten, and to tell the truth about things as it

sees them. The *Canadian Pharmaceutical Journal*, in a recent issue, referred to the unmasking of "antikamnia," "phenalgine," "ammonol," etc., by the Pure Food and Drugs Act. It will be recalled that "phenalgine" was one of the acetanilide preparation shown up by the Council on Pharmacy and Chemistry, and that the manufacturers scared off most of the medical journals in the country from publishing the report, by threatening a libel suit. (By the way, this threatened libel suit business is getting to be very tiresome; at first it was amusing, but now it is merely wearisome.) Acetanilide being one of the component parts of the preparations mentioned, and it being one of the things which the law says the label shall tell about, we find that the "antikamnia" label now states that the preparation contains 350 grains of phenacetin to the ounce. "Ammonol," another one of those wonderful "new and improved chemicals," is found to contain 240 grains of phenacetin, while "phenalgine" is branded as containing 50 per cent acetanilide. These facts are respectfully referred to those distinguished gentlemen who, in spite of all that has been said, continue or continued until a short time ago, to use some of these outrageous fakes. Truly,